

CLAIMS AMENDMENTS

Claims 1-31 (canceled)

Claim 32 (new) A display unit (1) for mounting on a post (2), the display unit comprising a mount (21) mountable on the post, a top cover (17) and a display carrier (41) for displaying a poster or a sign, the display carrier being movably coupled to the mount; wherein, in use, the display carrier is locatable in a first position for displaying the poster or sign, the display carrier being movably coupled to the mount; and is movable to a second position, lower than the first position, for changing the poster or sign; characterized in that the display unit further comprises a rainwater channel (19) for mounting around the post, the rainwater channel, in use, protecting the internal surfaces of the display unit from any water running down the surface of the post.

Claim 33 (new) A display unit (1) as claimed in claim 32, wherein said second position is at or proximal to ground level.

Claim 34 (new) A display unit (1) as claimed in claim 32, wherein the display carrier (41) is suspended from the mount.

Claim 35 (new) A display unit (1) as claimed in claim 32, wherein the display carrier (41) is suspended substantially within the mount (21), when located in said first position.

Claim 36 (new) A display unit (1) as claimed in claim 32, wherein the display carrier (41) is located substantially vertically below the mount, when located in said second position.

Claim 37 (new) A display unit (1) as claimed in claim 32, wherein the display carrier (41) is lowerable substantially vertically from the mount from the first position to the second position.

Claim 38 (new) A display unit (1) as claimed in claim 32, wherein the display carrier (41) comprises at least one display surface (77, 79) and said at least one display surface is visible through an aperture in the display unit (21), when located in said first position.

Claim 39 (new) A display unit (1) as claimed in claim 32, wherein the display carrier (41) and the mount (21) are oriented substantially concentrically.

Claim 40 (new) A display unit (1) as claimed in claim 32, further comprising at least one guide member (50) to guide the display carrier (41).

Claim 41 (new) A display unit (1) as claimed in claim 32, wherein the display carrier (41) is constrained to move coaxially with regard to the display unit.

Claim 42 (new) A display unit (1) as claimed in claim 32, wherein the display carrier (41) is suspended from the mount by at least one support element (63).

Claim 43 (new) A display unit (1) as claimed in claim 42 in which each support element (63) is attached along the upper edge of the display carrier.

Claim 44 (new) A display unit (1) as claimed in claim 42, wherein each support element (63) is a wire.

Claim 45 (new) A display unit (1) as claimed in claim 42, wherein the at least one support element (63) biases the display carrier (41), in use, towards said first position.

Claim 46 (new) A display unit (1) as claimed in claim 42, wherein each support element (63) is self-retracting.

Claim 47 (new) A display unit (1) as claimed in claim 32, further comprising a biasing mechanism (65) for biasing the display carrier (41) towards said first position.

Claim 48 (new) A display unit (1) as claimed in claim 32, further comprising a counter-balance mechanism for at least partially counter-balancing the weight of the display carrier (41).

Claim 49 (new) A display unit (1) as claimed in claim 32, which is oval or elliptical in transverse cross-section.

Claim 50 (new) A display unit (1) as claimed in claim 32, further comprising a display surface (77, 79), wherein said display surface is sized to receive a 4 sheet poster.

Claim 51 (new) A display unit (1) as claimed in claim 32, further comprising a display surface (77, 79), wherein said display surface is sized to receive a 6 sheet poster.

Claim 52 (new) A display unit (1) as claimed in claim 32, provided with at least one light.

Claim 53 (new) A display unit (1) as claimed in claim 52, wherein the at least one light is a backlight.

Claim 54 (new) A display unit (1) comprising a mount (21), a top cover (17) and a display carrier (41) for displaying a poster or a sign, the display carrier being movably coupled to the mount, wherein, in use, the display carrier is locatable in a first position for displaying the poster or sign, and is movable to a second position, lower than the first position, for changing the poster or sign; characterized in that the display unit comprises a mechanism (65) for at least partially counter-balancing the weight of the display carrier, or for biasing the display carrier towards said first position; the display unit further comprising a rainwater channel (19) for mounting around the post, the rainwater channel, in use, protecting the internal surfaces of the display unit from any water running down the surface of the post.

Claim 55 (new) A display unit (1) as claimed in claim 54, in combination with a lamppost (2), wherein the display unit is fixedly mounted on the lamppost.

Claim 56 (new) A display unit (1) as claimed in claim 55, wherein the display unit is provided with two display surfaces (77, 79) provided on opposite sides of the lamppost (2).

Claim 57 (new) A display unit (1) as claimed in claim 55, wherein the lamppost (2) has a transverse hole provided therethrough, said mount (21) comprising a threaded bolt which extends through said transverse hole to mount the display unit.

Claim 58 (new) A display unit (1) as claimed in claim 55, wherein an electrical connection is provided from the lamppost (2) to the display unit for supplying electricity to a light.

Claim 59 (new) A kit of parts for assembling a display unit (1) as claimed in claim 54.

Claim 60 (new) A display frame (1) mounted on an erected post (2) whereby the post has holes (7) aligned horizontally and a threaded rod or pin (9, 11) is inserted through the aligned holes and retained in position, the display frame further comprising sign changing means having a sign or poster carrier assembly (41) attached to a drop-down support legs (46) such that the sign or poster carrier assembly can be lowered from the display frame; characterized in that the apparatus further comprises a circular profile tube which is used as a rainwater channel (19) and